

103D CONGRESS
1ST SESSION

S. J. RES. 94

JOINT RESOLUTION

To designate the week of October 3, 1993, through October 9, 1993, as “National Customer Service Week”.

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Whereas recognition of the value and importance of the customer raises the quality of customer service;

Whereas the high cost of attracting new customers today heightens the need for companies to keep existing customers through effective customer service;

Whereas recognition of the contributions made by customer service to the profitability of a company increases the professional status of customer service;

Whereas excellent customer service distinguishes successful companies that understand the important influence a customer has on the success of a company; and

Whereas excellent customer service can contribute to the growth and success of every company: Now, therefore, be it

1 *Resolved by the Senate and House of Representatives*
2 *of the United States of America in Congress assembled,*
3 That the week of October 3, 1993, through October 9,
4 1993, is designated as “National Customer Service
5 Week”. The President is authorized and requested to issue

- 1 a proclamation calling on the people of the United States
- 2 to observe the week with the appropriate ceremonies and
- 3 activities.

Passed the Senate September 10 (legislative day,
September 7), 1993.

Attest:

Secretary.